

**CITY OF ASHEVILLE, NORTH CAROLINA
CLASS SPECIFICATION**

**EVENTS SPECIALIST
PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT**

GENERAL STATEMENT OF DUTIES

Performs administrative and public-contact work supporting, planning and coordinating the operations of City festivals, events and/or services. Employee reports to the Program Supervisor.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class performs administrative work assisting with planning, coordinating, operating, promoting and administering City festivals, events and/or programs. The employee of this class, through the supervision and direction of the Program Supervisor, is responsible for the facilitation of festivals and/or other events for the community and its visitors. Work involves assisting in the development of programs and maintaining the necessary paperwork for festivals, and/or other events offered by the City. Work involves assisting in the preparation of budgets for festivals and/or events, scheduling events, securing contracts with vendors, preparing promotional materials, and directing interns, board members and volunteers. Employee also works closely with various committees and acts as the City's liaison to other community organizations. Work is performed in accordance with established policies and regulations under the general supervision of the Program Supervisor and is evaluated through conferences in terms of the effectiveness and efficiency of festivals and/or other events as well as public approval.

ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Assists in the planning, organizing and implementing of City festivals and/or other events for community members and visitors.

Researches, develops proposals and timelines for implementation of new events.

Serves as festival coordinator for specific events; responsible for delegation to other staff members and on-site management.

Evaluates operational and budgetary success of events; submits recommendations of improvements for future events.

Plans and schedules festival/event programs and activities.

Prepares the budget for festival/event programs and activities.

Provides information and responds to inquiries from the general public about a variety of festivals and/or other events.

Prepares a variety of records and data; prepares routine reports from that information.

EVENTS SPECIALIST

Oversees maintenance of operational readiness of equipment and facilities for festivals and/or other events.

Prepares a variety of promotional materials to publicize festivals and/or other events.

Attends a variety of workshops and meetings to maintain up-to-date knowledge of City festivals and/or events and to provide input to City officials and others.

Assists the Program Supervisor to ensure that festivals and/or other events operate in accordance with established laws, rules and regulations regarding safety; may work with outside agencies to ensure compliance with various federal, state and local laws, rules and regulations.

Organizes interviewing process for interns, which may include interviewing and hiring.

Supervises, on a limited basis, the work of volunteers, interns, and/or seasonal/summer subordinate staff.

Negotiates contracts with entertainers, vendors, artists, and media.

Speaks with various groups and media contacts as a City representative.

Assists other City departments, outside agencies, and the general public with event planning and implementation.

Assists with development of event operation manual.

Maintains accurate inventory of supplies.

ADDITIONAL JOB FUNCTIONS

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Thorough knowledge of equipment, materials and tools used in festivals and/or events.

Considerable knowledge of the principles and practices of event planning.

Considerable knowledge of established policies, procedures, rules and regulations regarding the operation of the facility.

Considerable knowledge of the occupational hazards and safety precautions related to the work.

Considerable knowledge of training techniques and practices in order to train others in the rules of various festivals and/or other events.

General knowledge of the principles and practices of supervision.

General knowledge of human, employee and public relations.

General knowledge of the principles of conflict management.

Knowledge of budgeting practices and principles.

Skill in the use of a computer programs including Word, Excel, Access, and Outlook; skill in the use of a calculator.

Ability to maintain databases for various facets of events.

Ability to prepare promotional materials and to promote the festivals and/or other events through word of mouth.

Ability to communicate effectively in oral and written form.

EVENTS SPECIALIST

Ability to read, interpret and apply rules, laws and ordinances.

Ability to plan and organize festivals and other events which includes cultural programs.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

MINIMUM EXPERIENCE AND TRAINING

Bachelor's degree in recreation management, leisure studies or a related field and 2 to 3 years of related experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

SPECIAL REQUIREMENT

Must possess an appropriate, valid driver's license issued by the State of North Carolina.

COMPETENCIES

Technical Competency: Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

Interpersonal Competency: Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

Intellectual Competency: Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

Customer Service: Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

Organizational and Community Sensitivity: Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Physical Skills: Ability to perform required jobs with adequate strength, dexterity, coordination and visual acuity (with reasonable accommodation[s] if needed) and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

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Pay Grade 14, Non-Exempt